



Retail Goods and Services Expenditures

Prepared by ARMS

Counties: Perry, AL

Top Tapestry Segments:		Demographic Summary		
			2008	2013
Rural Bypasses	43.0%	Population	11,221	10,715
Modest Income Homes	32.9%	Households	4,221	4,076
City Commons	10.3%	Families	2,931	2,799
Heartland Communities	7.3%	Median Age	34.5	35.5
Southern Satellites	6.5%	Median Household Income	\$23,196	\$25,474

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	38	\$1,029.40	\$4,345,083
Men's	38	\$186.37	\$786,670
Women's	36	\$338.35	\$1,428,158
Children's	46	\$191.00	\$806,216
Footwear	33	\$161.59	\$682,057
Watches & Jewelry	41	\$92.06	\$388,583
Apparel Products and Services ¹	48	\$60.03	\$253,399
Computer			
Computers and Hardware for Home Use	42	\$88.41	\$373,188
Software and Accessories for Home Use	39	\$11.14	\$47,012
Entertainment & Recreation	48	\$1,769.60	\$7,469,487
Fees and Admissions	37	\$226.11	\$954,427
Membership Fees for Clubs ²	39	\$65.54	\$276,657
Fees for Participant Sports, excl. Trips	35	\$40.27	\$169,987
Admission to Movie/Theatre/Opera/Ballet	37	\$55.09	\$232,543
Admission to Sporting Events, excl. Trips	37	\$22.84	\$96,414
Fees for Recreational Lessons	33	\$42.12	\$177,772
Dating Services	42	\$0.25	\$1,054
TV/Video/Sound Equipment	48	\$689.95	\$2,912,292
Community Antenna or Cable TV	53	\$391.17	\$1,651,120
Televisions	42	\$123.56	\$521,528
VCRs, Video Cameras, and DVD Players	48	\$15.92	\$67,198
Video Cassettes and DVDs	47	\$30.49	\$128,705
Video Game Hardware and Software	46	\$16.35	\$69,004
Satellite Dishes	50	\$0.56	\$2,369
Rental of Video Cassettes and DVDs	47	\$23.92	\$100,946
Streaming/Downloaded Video	33	\$0.27	\$1,134
Sound Equipment ³	40	\$84.79	\$357,880
Rental and Repair of TV/Radio/Sound Equipment	50	\$2.94	\$12,408
Pets	54	\$240.20	\$1,013,887
Toys and Games	49	\$73.50	\$310,237
Recreational Vehicles and Fees ⁴	60	\$262.75	\$1,109,047
Sports/Recreation/Exercise Equipment ⁵	42	\$91.46	\$386,062
Photo Equipment and Supplies ⁶	45	\$57.86	\$244,215
Reading ⁷	44	\$127.77	\$539,320
Food	48	\$4,020.34	\$16,969,857
Food at Home	50	\$2,418.28	\$10,207,560
Bakery and Cereal Products	50	\$337.34	\$1,423,911
Meat, Poultry, Fish, and Eggs	51	\$619.25	\$2,613,858
Dairy Products	49	\$273.67	\$1,155,156
Fruit and Vegetables	46	\$382.41	\$1,614,168
Snacks and Other Food at Home ⁸	50	\$805.61	\$3,400,467
Food Away from Home	47	\$1,602.06	\$6,762,297
Alcoholic Beverages	42	\$247.37	\$1,044,134
Nonalcoholic Beverages at Home	52	\$230.31	\$972,153



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	32	\$325.15	\$1,372,457
Vehicle Loans	53	\$3,093.93	\$13,059,463
Health			
Nonprescription Drugs	58	\$66.01	\$278,623
Prescription Drugs	60	\$342.04	\$1,443,746
Eyeglasses and Contact Lenses	49	\$38.09	\$160,794
Home			
Mortgage Payment and Basics ⁹	38	\$3,465.50	\$14,627,893
Maintenance and Remodeling Services	37	\$756.58	\$3,193,505
Maintenance and Remodeling Materials ¹⁰	50	\$208.85	\$881,571
Utilities, Fuel, and Public Services	54	\$2,441.61	\$10,306,036
Household Furnishings and Equipment			
Household Textiles ¹¹	44	\$62.04	\$261,865
Furniture	40	\$262.86	\$1,109,553
Floor Coverings	39	\$37.91	\$160,026
Major Appliances ¹²	47	\$142.62	\$601,980
Housewares ¹³	42	\$39.87	\$168,285
Small Appliances	48	\$16.89	\$71,273
Luggage	39	\$3.87	\$16,343
Telephones and Accessories	42	\$17.99	\$75,941
Household Operations			
Child Care	39	\$160.79	\$678,703
Lawn and Garden ¹⁴	49	\$207.14	\$874,358
Moving/Storage/Freight Express	42	\$22.21	\$93,767
Housekeeping Supplies ¹⁵	51	\$388.25	\$1,638,804
Insurance			
Owners and Renters Insurance	52	\$253.74	\$1,071,016
Vehicle Insurance	50	\$693.78	\$2,928,429
Life/Other Insurance	51	\$295.50	\$1,247,316
Health Insurance	53	\$1,081.33	\$4,564,308
Personal Care Products ¹⁶	48	\$209.43	\$883,995
School Books and Supplies ¹⁷	43	\$51.22	\$216,211
Smoking Products	64	\$290.10	\$1,224,493
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	50	\$2,573.77	\$10,863,873
Gasoline and Motor Oil	54	\$1,374.61	\$5,802,230
Vehicle Maintenance and Repairs	47	\$466.72	\$1,970,021
Travel			
Airline Fares	34	\$142.26	\$600,477
Lodging on Trips	40	\$169.88	\$717,058
Auto/Truck/Van Rental on Trips	32	\$12.34	\$52,074
Food and Drink on Trips	41	\$191.86	\$809,835

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.



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¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

³**Sound Equipment** includes sound components and systems, Digital Audio Players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.

⁵**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁶**Sports/Recreation/Exercise Equipmen** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁷**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁸**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.

⁹**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

¹⁰**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹¹**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

¹²**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹³**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹⁴**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁵**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁶**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

¹⁷**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁸**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.

¹⁹**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.